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CONTENTS THIS WEEK

More people news...items you might want...latest on regional offices...jobs, permanent or by sabbatical...some study results or charges...maybe more, so keep reading.

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HANGING IN THERE

When the Senate Appropriations Committee met last week, GPA's request for regional offices was still alive. Jim Webster, GPA, says he's still optimistic that the final outcome will mean regional offices.

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ITEMS FOR YOU

Seldom does "Inside..." include USDA materials you might want with the comments we make about them (no doubt you've noticed). But if the items haven't come to you via other mailing lists, let us know and we'll send them to you pronto.

Among some useful works distributed recently were an Issue Briefing Paper (IBP) on structures in agriculture, a summary report of a conference about American Indians, and a picture story about Chinese Trade.

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THAT FOOD WORRY

We've been collecting and reporting to you some of the efforts of the Agricultural Marketing Service (AMS) regional inf offices during the recent truckers strike. Now that the situation has settled down a bit, at least a part of the full story can be documented...and it looks as if a few roses should be scattered.

The offices reported a rash of calls from the news media about food movement and supply situations during the strike. As reports were received, each regional inf office checked with market news offices in its region and wrote news stories about current food supply situations. Also here, Stan Prochaska and his AMS staff prepared material for pre-holiday releases telling consumers that adequate food would be available despite the strike. These kinds of efforts resulted in a number of network radio-television reports, wire service stories, and coverage that was national, regional and local. While this work probably had nothing to do with ending the strike, it kept the public informed of food problems and no doubt helped avoid panic buying.

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KNOWING AUDIENCES

According to a research report recently briefed by Editor & Publisher, newspaper editors have gotten far too interested in Paris and Peking, while readers are far more interested in local chicken dinner news.

The study was commissioned by the American Society of Newspaper Editors as part of the Newspaper Readership Project...the study was called "Changing Needs of Changing Readers."

The overriding conclusion of the study was that there is a serious gap between editors and readers...facts collected showed that the American public today "is drowning in a deluge of information without the ability to absorb, organize, or integrate it." At the same time, the study called attention to the fact that there are "the increasing demands of new leisure time interests, the time constraints created by two jobs and/or more and more women going to work." As a result, people are making more and more demands on newspapers to help organize, retrieve and explain information. (There's a message there, folks.)

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ACE CONTEST CHANGES

Several people have brought "Inside's..." attention to the changes in the critique and awards program of ACE (Agricultural Communicators in Education). It goes this way: ACE members this year could enter two classes individually or enter a class as a team. Then, for the first time this year, top winners received a certificate of superior performance, replacing the blue ribbon award. Red and white ribbons also were awarded.

A hurried check of the list of winners announced a couple of weeks ago at the ACE meeting in Delaware shows that Wayne Baggett, AMS, and Betsy Adams, Animal and Plant Health Inspection Service (APHIS), were two who received certificates in both the classes they entered. Congrats to all winners, in fact!

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VISITING HERE...

And...before he went home after the ACE meeting, Dave Hansen, U. of Minn., stopped off in D.C. He arrived in time to join the tour of GPA information facilities we were holding for "new" agency inf directors. Then he spent an extra day checking further on our photography division and visiting the Library of Congress to see how to get prints when he needs them.

Jeff Butcher, Soil Conservation Service (SCS) inf officer from Kentucky who's been here brushing up on techniques for about a month, returned home recently. Jim Johnson, GPA, notes that Jeff had called in two or three stories in the past on reclamation of strip mines...and Jim hopes to get more from Jeff now. (That's a good reminder for everyone. In other words, if you have a topic you want spread fast across the country by radio, call Jim at (202) 447-7067.)

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PAY FOR SPACE?

Among the communication research briefs reported at the ACE meeting was a presentation by Chris Scherer, U. of Illinois on "Use and Effectiveness of Paid Promotion for Extension Education Programs."

Chris found that display advertising can promote extension programs in major metropolitan areas where traditional forms of promotion are less visible...that newspaper display advertising is less effective in rural areas...that paid newspaper advertising

is less effective than articles and considerably less effective than personal and direct mail. Probably you can get a summary from Chris if you'll write him.

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A JOB WAY OUT WEST? Hugh Cameron, Wash. State U., writes that he's hunting an extension inf specialist--radio. A master's degree is required...deadline for applications is Sept. 1. Essentially, the individual hired will be responsible for developing and coordinating production and distribution of radio materials.

Write Hugh at the College of Agriculture, Washington State Univ., Pullman, 99164.

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OR TAKE A YEAR ABROAD Tom Hargrove, editor and department head for the International Rice Research Institute (IRRI) at Los Banos, Laguna, the Philippines, tells us that IRRI has a 1-year sabbatical position available for an agricultural editor starting in Sept. IRRI provides round-trip transportation, housing, use of a car, and half the editor's salary in that year.

If you're able to take sabbatical leave and want to try IRRI, write Dr. Nyle C. Brady, IRRI, Box 933, Manila, Philippines.

Tom, who keeps in touch with all the other research centers abroad, says the International Center for Agricultural Research for Dry Areas (ICARDA) in Syria is looking for three ag inf people. ICARDA wants a technical editor, a writer, and an AV/Photo specialist.

Write to Dr. Shawki Barghout, ICARDA, Box 5466, Aleppo, Syria.

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ANOTHER SIDE Bob Kern, Iowa State U., writes that there's another side to the speech situation that can be ridiculous...that of introductions afforded speakers. Then he offers a personal example:

Seems Bob was to speak at a state training school. The presiding person (Bob says he can't bring himself to use the word "officer") stood at the podium and said, "The program says the next speaker is a Robert Kern. Is he here?" And he sat down.

With an intro like that, Bob says, "Had I been wise, I'd have remained seated."

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COPIED FROM... Mason Miller, Science and Education Administration-Cooperative Research (SEA-CR), issues a newsletter to land-grant inf people interested in communication research. In his latest, Mase discusses computer printing handled by Neil Dowlin, Penn. State. That reminds us that Neil has promised us a brief item for "Inside..." soon on ideas he has for other uses of electronic communication.

Meanwhile, Alice Skelsey, also of SEA, has begun gathering more facts on ways computers can tie into information gathering and retrieval needs. She cites work by Walter Martin and other SEA

folks at Peoria on a system called INFOLOG...to tie the four SEA regional offices and SEA-INF together. So away we go!

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WHERE'S THE DESIGN
MANUAL?

David Sutton, GPA design chief, says the department's visual management manual should be finished in a month or two.

The concept of the manual is to bring standardization to routine visual material where "economy of scale" can be achieved and to identify those materials that need special attention. The manual introduces what is called a "coordinated communication matrix." That identifies audiences by information category and assigns a format to each audience. In-house material, for instance, will make use of more standardization in format. But where special situations and audience needs arise or where the audience is "distant" from the source of the information, formats will allow the information to be presented in a manner considered most appropriate at the time. Dave calls this latter kind of information "audience specific."

Within the framework of "audience specific," there also is the flexibility of accommodating information which must persuade, convince or sell. So the manual still allows for a great deal of creativity...it just helps set forth priorities, in a way, so we can speed up and economize on production of materials that don't have to be so fancy.

As the manual becomes available, "Inside..." will try to get copies to all its readers.

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TO ATTEND A DESIGN
SEMINAR

Some time ago we plugged a seminar presented by the Federal Design Improvement Program for federal graphic designers and their editors and supervisors. Recently, we've learned that people connected with the land-grant universities are eligible to attend the seminars same as the feds.

So...if you're interested and want to get on a mailing list to receive notices of future seminars, send your name and address to: Nicholas Chaparos, Director of the Seminar, Institute for Continuing Studies in Design, Communication and Management, 1112 Sixth St., N.W., Washington, D.C. 20001.

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AH, THOSE TRAVELERS

Some travel plans for assistant secretaries include these below... keep watch and you might run into them:

- July 31 --Under Sec Dale Hathaway, American Ag Econ Assn, Pullman, Wash.
- Aug. 1 --Asst Sec Alex Mercure, White House Conference on Small Businesses, Sioux Falls, S.D.
- Aug. 5-9 --Asst Sec Rupert Cutler, Dartmouth Symposium on Renewable Resources, Hanover, N.H.
- Aug. 6 --Dep Sec Jim Williams, 8th Annual Family Farm Conference, Buena Vista, Va.